

Tony Espinosa, ACAS, CPPB, CBA
Regional Program Manager
PTAC Program
Small Business Development Center at UCF



### ABOUT PTAC

### Mission

 Educate Florida businesses on government procurement processes, policies and requirements

### Goals

- Generate sales and jobs
- Improve the business climate and economic development in Florida



### ABOUT PTAC

- Established in 1985
- Specialized program under the Florida SBDC Network
- Two regional offices
  - Orlando
    - Orange, Brevard, Osceola, Seminole
  - Daytona Beach
    - Volusia, Flagler, Lake, Sumter



### FLORIDA PTAC LOCATIONS















### PTAC SERVICES

- Confidential consulting
  - One-on-one
  - By Appointment Only
- Training/Seminars
- Guidance with understanding government procurement requirements
- Access to a wide range of government procurement resources



### PTAC Workshops / Events

- Introduction to Government Procurement
- Bids and Proposals
- GSA Schedules
- Subcontracting & Teaming
- Doing Business with the Army
- Government Business Opportunities and Matchmaking Event



### PTAC AREAS OF CONSULTING

- Bid/Proposal preparation assistance
- Obtaining Registrations
- Certifications
- Marketing
- Networking
- Contract Administration



### **BID / PROPOSAL PREPARATION**

- Analysis and Preparation Assistance
- GSA schedule Proposal Review
- Cost Element Identification

### **OBTAINING REGISTRATIONS**

Assist with various database registrations



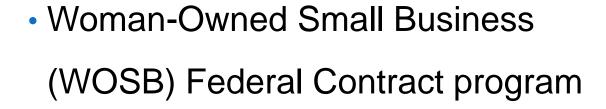
### **OBTAINING CERTIFICATIONS**

- 8(a) Business Development Program
   (SBA)
- HUBZone (SBA)
- Disadvantaged Business Enterprise
   (DOT)
- Certified Business Enterprise (State of Florida)
- Minority/Woman Business Enterprise (Local)



### OTHER PROGRAMS

- Veteran's First program
  - Service Disabled Veteran Owned Business (SDVOSB)
  - Veteran Owned Small Business (VOSB)









### **MARKETING**

- Identifying bid opportunities
- Information on government buying activities
- Potential subcontracting opportunities
- Researching government procurement histories



### **N**ETWORKING

- Florida PTAC sponsors or co-sponsors various networking events providing opportunities to connect with agency buying officers and prime contractors
  - Orlando
  - Tampa
  - Jacksonville



### **CONTRACT ADMINISTRATION**

- Payment problems
- Contract issues
- Contract modifications
- Liaison between client and government agency



### PTAC ECONOMIC IMPACT IN 2011

FL Jobs Created/Retained

8,536

Government Contract Awards in FL

1,447

Contract Award Dollars in FL

\$267 M



Overall/Nationwide PTAC clients have won **\$6.3 Billion** in government contracts since 1985, helping to create or retain **148,436 jobs.** 



# PTAC'S GOAL:





# Why sell to the government





# SUCCESSFUL BUSINESSES DIVERSIFY THEIR MARKETS



### WHY SELL TO THE GOVERNMENT?

### What does the government buy???

### **Everything** $\rightarrow$ **Goods to Services**

- ✓ Construction
- ✓ Engineering
- ✓ Equipment
- ✓ Manufacturing
- ✓ Finance

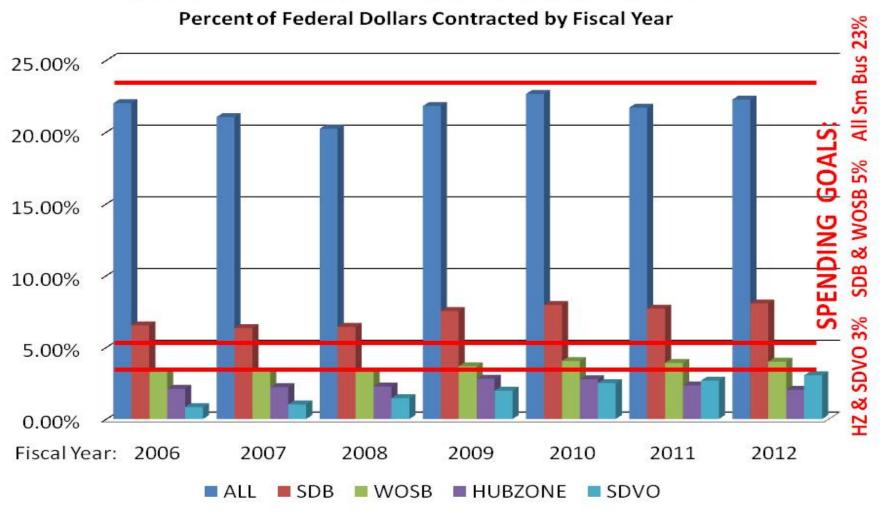
- ✓ Transportation
- ✓ Educational
- √Scientific
- ✓Lawn
  - Maintenance

- **√IT**
- ✓Spare Parts
- √ Commodities
- ✓ Janitorial
- ✓ ....and much more



### WHY SELL TO THE GOVERNMENT?

### SMALL BUSINESS SCORECARD



Source: smallbusiness.data.gov -- Revised Feb 2013

## GOVERNMENT PROCUREMENT'S GOAL

- Right item
- Best price
- Right place
- On time





## OBJECTION - ONE MIGHT SAY...



"Yeah, but selling to the government is just too hard and complicated."



### NOT TRUE...

While it can be a very time-consuming and tedious process as well as sometimes a bit confusing; it is not necessarily too hard or complicated

...all it takes is a little CPPE



### WHAT IS CPPE?

C = COMMITMENT

P = PATIENCE

P = PERSISTENCE

E = ENDURANCE



# INCREASE PROFITS....





SELL TO THE GOVERNMENT

### **THANK YOU!**

#### **Tony Espinosa**

Regional Program Manager
Small Business Development Center at UCF
3201 E. Colonial Drive, Suite A-20
Orlando, FL 32803
407-420-4850
tespinosa@bus.ucf.edu



Procurement Specialist
Small Business Development Center at UCF
601 Innovation Way
Daytona Beach, FL 32114
386-872-3100

dhudson@bus.ucf.edu



www.sbdcorlando.com





















